

### IN THE CLAIMS

#### Listing of Claims:

Claims 1-8 (cancelled)

Claim 9 (currently amended): A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the method of personalized profile based advertising on one of the hub processing units comprising:

receiving location data and user profile data from at least one mobile information processing unit, ~~wherein the location data includes at least two records for determining a velocity of movement of the mobile information processing unit;~~

determining the presence of at least one item inside a sales location, the item being identified within the user profile data;

~~generating a personalized advertisement which includes a map which is based upon the location data as well as a user profile data associated with the mobile information processing unit, wherein the map provides directional information dependent on the velocity of movement of the mobile information processing system to a sales location linked to the advertisement~~ which includes one of:

a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location,

wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit; and

forwarding the personalized advertisement to the mobile information processing unit for display.

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Claim 10 (currently amended): The method as defined in claim 9, wherein the mobile information processing units comprise ~~mobile information processing units selected from the group of information processing units consisting~~ at least one of cellular phones, personal data assistants, car computer systems, wireless systems and personal communication devices.

Claim 11 (cancelled)

Claim 12 (previously presented): The method as defined in claim 9, wherein the generating a personal advertisement further comprises:

adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

Claim 13 (previously presented): The method as defined in claim 12, wherein the adding of at least part of the user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to a user.

Claim 14 (currently amended): A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the method of personalized profile based advertising on a first hub processing unit comprising:

requesting location data and user profile data from at least one mobile information processing unit, ~~wherein the location data included at least two record for determining a velocity of movement of the mobile information processing unit;~~

determining if the location data indicate if the mobile information processing unit is within a sales location and in response to the mobile information processing system

~~being within the sales location forwarding to the mobile information processing system for display thereon, an interior map of the sales location which includes a personalized advertisement based upon the location data as well as user profile data associated with the mobile information processing unit, wherein the map provides directional information dependent on the velocity of movement of the mobile information processing system to a destination within sales location linked to the advertisement~~

determining the presence of at least one item inside the sales location, the item being identified within the user profile data;

generating a personalized advertisement which includes one of:

a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location.

Claim 15 (currently amended): The method as defined in claim 14, wherein in response to the mobile information processing system being outside the sales location, forwarding to the mobile information processing system for display thereon, a directional map to the sales location which includes a personalized advertisement based upon the location data as well as the user profile data associated with the mobile information processing unit, ~~wherein the map provided directional information dependent on the velocity of movement of the mobile information processing system to the sales location linked to the advertisement.~~

Claim 16 (previously amended): The method as defined in claim 14, wherein the mobile information processing units comprise information processing units selected from the group of information processing units consisting of cellular phones, personal data assistants, car computer systems and personal communication devices.

Claim 17 -22 (cancelled)

Claim 23 (currently amended): A computer program product for providing personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the computer program product comprising:

a computer readable storage medium readable by a processing circuit and storing computer instructions for execution by the processing circuit for performing a method comprising:

receiving location data and user profile data from at least one mobile information processing unit, ~~wherein the location data includes at least two records for determining a velocity of movement of the mobile information processing unit;~~

determining the presence of at least one item inside a sales location, the item being identified within the user profile data;

generating a personalized advertisement which includes ~~a map which is based upon the location data as well as a user profile data associated with the mobile information processing unit, wherein the map provides directional information dependent on the velocity of movement of the mobile information processing system to a sales location linked to the advertisement;~~ and one of:

a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location,

wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit; and

forwarding the personalized advertisement to the mobile information

processing unit for display.

Claim 24 (previously presented): The computer program product of claim 23, wherein the mobile information processing units comprise at least one of cellular phones, personal data assistants, car computer systems, wireless systems and personal communication devices.

Claim 25 (previously presented): The computer program product of claim 23, wherein the generating the personal advertisement further comprises:

adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

Claim 26 (previously presented): The computer program product of claim 25, wherein the adding of at least part of the user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.

Claim 27 (currently amended): A hub processing system for providing personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the hub processing system comprising:

means for receiving location data and user profile data from at least one mobile information processing unit, ~~wherein the location data includes at least two records for determining a velocity of movement of the mobile information processing unit;~~

means for determining the presence of at least one item inside a sales location, the item being identified within the user profile data;

means for generating a personalized advertisement which includes ~~a map which is based upon the location data as well as a user profile data associated with the mobile information processing unit, wherein the map provides directional information~~

~~dependent on the velocity of movement of the mobile information processing system to a sales location linked to the advertisement; and one of:~~

a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location,

wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit; and

means for forwarding the personalized advertisement to the mobile information processing unit for display.

28. (previously presented) The hub processing system of claim 27, wherein the mobile information processing units comprise at least one of cellular phones, personal data assistants, car computer systems, wireless systems, and personal communication devices.

29. (previously presented) The hub processing system of claim 27, wherein the means for generating the personal advertisement further comprises:

means for adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

30. (previously presented) The hub processing system of claim 29, wherein the means for adding at least part of user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.